



## **The Book of Business Wisdom: Classic Writings by the Legends of Commerce and Industry**

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# The Book of Business Wisdom: Classic Writings by the Legends of Commerce and Industry

## **The Book of Business Wisdom: Classic Writings by the Legends of Commerce and Industry**

From Henry Ford and Andrew Carnegie, to Lee Iacocca and David Ogilvy, this dynamic anthology includes 54 essays and speeches on business success, from some of the greatest business leaders of all times. Designed for easy-reference, it features sections on leadership, management, entrepreneurship, and more. Notable quotes are called out in larger type in each article. Finally, two indexes cross-reference authors alphabetically and chronologically.

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